

CLAIMS:

Please amend claims 1 and 51 as follows:

1. (Currently amended) A method for facilitating electronic commerce through a network, said network comprising at least one server computer capable of communicating with a browser system located at a remote client computer, said method comprising:
 - (a) receiving, by said at least one server computer from said browser system, a first request for a first suggested order to be fulfilled, said first suggested order comprising identification of a first two or more suggested products or services of a plurality of products or services, said first suggested order also comprising a first suggested recurrence including product specific recurrences for said fulfillment of each of said first two or more suggested products or services and said first suggested order further comprising first suggested quantities for said fulfillment for each of said first two or more suggested products or services, wherein said product specific recurrence for a first of said first two or more suggested products or services is configurable via said browser system and may be different than said product specific recurrence for a second of said first two or more suggested products or services;
 - (b) generating a first profile, by said at least one server computer, said first profile comprising a computer readable representation of said first suggested order;
 - (c) ~~balancing~~ modifying, by the at least one server computer, ~~either said first suggested quantities, or said product specific recurrences, or combinations thereof, the balancing modifying attempting to equalize thereby substantially equalizing, with respect to said first suggested order, a distribution of a total cost per recurrence, a distribution of a total quantity per recurrence, a distribution of cost for a selected one of said products or services per recurrence, a distribution of quantity for the selected one of said products or services per recurrence, a distribution of incentive compensation per recurrence, or combinations thereof a distribution of subsequent recurrences of said first suggested order ; and~~

- (d) causing, by said at least one server computer, said fulfillment of each of said first two or more suggested products or services to automatically recur one or more times according to said distribution, by signaling a marketing system associated with said at least one server to fulfill each of said first two or more suggested products or services of said first suggested order according to said distribution.
2. (Previously presented) The method of Claim 1, further comprising:
- (e) confirming acceptance of said first suggested order prior to said generating.
3. (original) The method of Claim 1, wherein said plurality of products or services are associated with a multi-level marketing system.
4. (original) The method of Claim 3, wherein a user is registered with said multi-level marketing system as a client, member or independent business owner (“IBO”) and wherein said receiving further comprises receiving said first request from said user.
5. (original) The method of Claim 1, wherein said plurality of products or services is associated with a respective plurality of electronic commerce system products or services web files.
6. (original) The method of Claim 5, wherein said plurality of electronic commerce system products or services web files are operatively coupled with a web site associated with said network, said network comprising an electronic commerce system.
7. (original) The method of Claim 1, wherein said first profile is pre-existing, said generating further comprising updating said pre-existing first profile with said first suggested order.
8. (Previously presented) The method of Claim 1, further comprising:
- (e) fulfilling said first suggested order to a user according to said first profile.

9. (original) The method of Claim 8, wherein said receiving and generating are performed by a first one or more entities and said fulfilling is performed by a second entity different from said first one or more entities.
10. (Previously presented) The method of Claim 1, further comprising:
 - (e) receiving, by said at least one server computer from said browser system, a second request for a second suggested order to be fulfilled, said second suggested order comprising identification of a second two or more suggested products or services of said plurality of products or services, said second suggested order also comprising a second suggested recurrence for said fulfillment of each of said second two or more suggested products or services and second suggested quantities for said fulfillment for each of said first two or more suggested products or services, wherein said first suggested recurrence associated with a first of said first two or more suggested products or services is configurable via said browser system and may be different than said first suggested recurrence associated with a second of said first two or more suggested products or services; and
 - wherein (b) further comprises generating, by said at least one server computer, a second profile, said second profile comprising a computer readable representation of said second suggested order, wherein (d) further comprises causing, by said server computer, said fulfillment of said second suggested order to automatically recur one or more times according to said second suggested recurrence based on said computer readable representation, by signaling said market system associated with said at least one server to fulfill each of said first two or more suggested products or services according to said associated of said second suggested recurrence.
11. (original) The method of Claim 10, wherein said second suggested recurrence is different from said first suggested recurrence.
12. (original) The method of Claim 10, wherein said first profile and said second profile are the same profile.
13. (Previously presented) The method of Claim 1, further comprising:
 - (e) altering said first profile according to one or more modifications.

14. (original) The method of Claim 13, wherein said modifications are received after said generating.
15. (original) The method of Claim 13, wherein said one or more modifications include adding one or more of said plurality of first electronic commerce system products or services to said first suggested order.
16. (original) The method of Claim 13, wherein said one or more modifications include removing one or more of said first one or more suggested products or services from said first suggested order.
17. (original) The method of Claim 13, wherein said one or more modifications include modifying said first suggested recurrence.
18. (Canceled)
19. (Cancel) The method of Claim 1, wherein said balancing substantially equalizes a distribution of cost per recurrence of said first suggested order.
20. (Cancel) The method of Claim 1, wherein said balancing substantially equalizes a distribution of incentive compensation per recurrence of said first suggested order.
21. (Previously presented) The method of Claim 1, wherein said first request further comprises usage information about how said first one or more suggested products or services are to be used, and further comprising:
 - (e) determining a predicted lifespan corresponding to said first one or more suggested products or services; and
 - (f) calculating said first suggested quantities and said first suggested recurrence based on said usage information and said predicted lifespan.
22. (original) The method of Claim 21, wherein said usage information comprises frequency of use of said first one or more suggested products or services.
23. (original) The method of Claim 21, wherein said usage information comprises quantity per use of said first one or more suggested products or services.

24. (Previously presented) The method of Claim 1, further comprising:
- (e) providing one or more interactive messages relating to one or more of said plurality of products or services; and
- wherein said first request further comprises one or more responses to said one or more interactive messages.
25. (original) The method of Claim 24, wherein a subset of said one or more interactive messages further relates to demographic information.
26. (original) The method of Claim 24, wherein a subset of said one or more interactive messages further relates to subjective preference information.
27. (original) The method of Claim 24, wherein a subset of said one or more interactive messages further relates to a specific product or service selected from said plurality of first electronic commerce system products or services.
28. (original) The method of Claim 24, wherein a subset of said one or more interactive messages further relates to use of a product or service.
29. (Previously presented) The method of Claim 24, wherein (b) further comprises accessing, by said at least one server computer, a product or service database to select said first one or more suggested products or services which correlate to said one or more responses.
30. (Previously presented) The method of Claim 1, further comprising:
- (e) providing one or more pre-defined groupings of one or more products or services selected from a plurality of products or services offered by one or more vendors; and
- wherein said first request further comprises a selection indication of one or more of said one or more pre-defined groupings.
31. (original) The method of Claim 1, wherein said first suggested recurrence further comprises a first recurrence interval upon elapse of which said first suggested order is to recur.

32. (original) The method of Claim 31, wherein said first recurrence interval comprises one or more calendar months, said first suggested order further specifying which day of the month to fulfill said first suggested order.
33. (original) The method of Claim 1, wherein said first one or more suggested products or services comprise facilitating a payment between a debtor and a creditor.
34. (original) The method of Claim 1, wherein said first one or more suggested products or services comprise providing one or more reminder messages to a user.
35. (original) The method of Claim 34, wherein said one or more reminder messages comprise a message that an event is about to occur.
36. (original) The method of Claim 35, wherein said event comprises impending recurrence of said first suggested order.
37. (original) The method of Claim 35, wherein said message further facilitates purchase of a product or service related to said event.
38. (original) The method of Claim 34, wherein said one or more reminder messages comprise electronic mail messages.
39. (original) The method of Claim 34, wherein said one or more reminder messages comprise telephone messages.
40. (original) The method of Claim 34, wherein said one or more reminder messages comprise postal mail messages.
41. (original) The method of Claim 1, wherein said first profile is generated based on historical orders for one or more of said plurality of products or services.
- 42-50. (Canceled).
51. (Currently amended) An order management system for facilitating electronic commerce over a network, said network comprising at least one server computer capable of communicating with a browser system located at a remote client computer over said network, said order management system comprising:
 - an order receiver operative to receive, from said browser system, a first request

for a first suggested order to be fulfilled, said first suggested order comprising identification of a first two or more suggested products or services of a plurality of products or services, said first suggested order also comprising a first suggested recurrence including product specific recurrences for said fulfillment of each of said first two or more suggested products or services and said first suggested order further comprising first suggested quantities for said fulfillment for each of said first two or more suggested products or services, wherein said product specific recurrences for a first of said first two or more suggested products or services is configurable via said browser system and may be different than said product specific recurrences for a second of said first two or more suggested products or services;

a profile generator coupled with said order receiver and operative to generate a first profile, said first profile comprising said first suggested order;

an order balancing processor coupled with said profile generator and operative to ~~balance~~ modify either said first suggested quantities, ~~or~~ said product specific recurrences, or combinations thereof, ~~the balancing modifying attempting to equalize thereby substantially equalizing, with respect to said first suggested order, a distribution of a total cost per recurrence, a distribution of a total quantity per recurrence, a distribution of cost for a selected one of said products or services per recurrence, a distribution of quantity for the selected one of said products or services per recurrence, a distribution of incentive compensation per recurrence, or combinations thereof~~ a distribution of subsequent recurrences of said first suggested order ; and

an order generator responsive to said first profile and operative to cause said fulfillment of each of said first two or more suggested products or services to automatically recur one or more times according to said distribution, each of said first two or more suggested products or services of said first suggested order being fulfilled according to said distribution.

52. (original) The order management system of Claim 51 wherein said profile generator is further operative to confirm acceptance of said first suggested order prior to generating said first profile.

53. (original) The order management system of Claim 51, wherein said plurality of products or services are associated with a multi-level marketing system.
54. (original) The order management system of Claim 53, wherein a user is registered with said multi-level marketing system as a client, member or independent business owner ("IBO") and wherein said receiving further comprises receiving said first request from said user.
55. (original) The order management system of Claim 51, wherein said plurality of products or services is associated with a respective plurality of electronic commerce system products or services web files.
56. (original) The order management system of Claim 55, wherein said plurality of electronic commerce system products or services web files are operatively coupled with a web site associated with said network, said network comprising an electronic commerce system.
57. (original) The order management system of Claim 51, wherein said first profile is pre-existing, said profile generator further operative to update said pre-existing first profile with said first suggested order.
58. (Previously presented) The order management system of Claim 51, further comprising:
an order fulfillment interface coupled with said order generator and operative to transmit said first suggested order to an order fulfillment system upon each product specific recurrence to fulfill an associated product or service of said first two or more suggested products or services of said first suggested order to a user according to said first profile.
59. (original) The order management system of Claim 58, wherein said order management system is comprised by a first entity and said order fulfillment system is comprised by a second entity different from said first entity.
60. (Previously presented) The order management system of Claim 51, wherein:
said order receiver is further operative to receive, from said browser system, a

second request for a second suggested order to be fulfilled, said second suggested order comprising identification of a second two or more suggested products or services of said plurality of products or services, said second suggested order also comprising a second suggested recurrence including second product specific recurrences for said fulfillment of each of said second two or more suggested products or services and second suggested quantities for said fulfillment for each of said second two or more suggested products or services, wherein said second product specific recurrences for a first of said second two or more suggested products or services is configurable via said browser system and may be different than said second product specific recurrences for a second of said second two or more suggested products or services;

said profile generator is further operative to generate a second profile, said second profile comprising said second suggested order;

said order balancing processor further operative to balance either said second suggested quantities or said second product specific recurrences, the balancing thereby substantially equalizing a distribution of subsequent recurrences of said second suggested order; and

said order generator is further responsive to said second profile and operative to cause said fulfillment of each of said second two or more suggested products or services to automatically recur one or more times according to said distribution, each of said second two or more suggested products or services of said second suggested order being fulfilled according to said associated distribution.

61. (original) The order management system of Claim 60, wherein said second suggested recurrence is different from said first suggested recurrence.
62. (original) The order management system of Claim 60, wherein said first profile and said second profile are the same profile.
63. (original) The order management system of Claim 51, wherein said profile generator is further operative to receive one or more modifications to said first suggested order and alter said first profile according to said one or more modifications.

64. (original) The order management system of Claim 63, wherein said modifications are received after said first profile is generated.
65. (original) The order management system of Claim 63, wherein said one or more modifications include the addition one or more of said plurality of first electronic commerce system products or services to said first suggested order.
66. (original) The order management system of Claim 63, wherein said one or more modifications include the removal one or more of said first one or more suggested products or services from said first suggested order.
67. (original) The order management system of Claim 63, wherein said one or more modifications include modifying said first suggested recurrence.
68. (Canceled)
69. (Cancel) The order management system of Claim 51, wherein said order balancing processor is further operative to substantially equalize a distribution cost per recurrence of said first suggested order.
70. (Cancel) The order management system of Claim 51, wherein said order balancing processor is further operative to substantially equalize a distribution of incentive compensation per recurrence of said first suggested order.
71. (Previously presented) The order management system of Claim 51, wherein said first request further comprises usage information about how said first one or more suggested products or services are to be used, said profile generator further operative to determine a predicted lifespan corresponding to said first one or more suggested products or services and calculate said first suggested quantity and said first suggested recurrence based on said usage information and said predicted lifespan.
72. (original) The order management system of Claim 71, wherein said usage information comprises frequency of use of said first one or more suggested products or services.
73. (original) The order management system of Claim 71, wherein said usage information comprises quantity per use of said first one or more suggested products or services.

74. (original) The order management system of Claim 51, wherein said order receiver is further operative to provide one or more interactive messages relating to one or more of said plurality of products or services; and
wherein said first request further comprises one or more responses to said one or more interactive messages.
75. (original) The order management system of Claim 74, wherein a subset of said one or more interactive messages further relates to demographic information.
76. (original) The order management system of Claim 74, wherein a subset of said one or more interactive messages further relates to subjective preference information.
77. (original) The order management system of Claim 74, wherein a subset of said one or more interactive messages further relates to a specific product or service selected from said plurality of first electronic commerce system products or services.
78. (original) The order management system of Claim 74, wherein a subset of said one or more interactive messages further relates to use of a product or service.
79. (original) The order management system of Claim 74, wherein said profile generator is further operative to access a product or service database to select said first one or more suggested products or services which correlate to said one or more responses.
80. (original) The order management system of Claim 51, wherein said order receiver is further operative to provide one or more pre-defined groupings of one or more products or services selected from said plurality of products or services; and
wherein said first request further comprises a selection indication of one or more of said one or more pre-defined groupings.
81. (original) The order management system of Claim 51, wherein said first suggested recurrence further comprises a first recurrence interval upon elapse of which said first suggested order is to recur.
82. (original) The order management system of Claim 81, wherein said first recurrence interval comprises one or more calendar months, said first suggested order further specifying which day of the month to fulfill said first suggested order.

83. (original) The order management system of Claim 51, wherein said first one or more suggested products or services comprise facilitating a payment between a debtor and a creditor.
84. (original) The order management system of Claim 51, wherein said first one or more suggested products or services comprise providing one or more reminder messages to a user.
85. (original) The order management system of Claim 84, wherein said one or more reminder messages comprise a message that an event is about to occur.
86. (original) The order management system of Claim 85, wherein said event comprises impending recurrence of said first suggested order.
87. (original) The order management system of Claim 85, wherein said message further facilitates purchase of a product or service related to said event.
88. (original) The order management system of Claim 84, wherein said one or more reminder messages comprise electronic mail messages.
89. (original) The order management system of Claim 84, wherein said one or more reminder messages comprise telephone messages.
90. (original) The order management system of Claim 84, wherein said one or more reminder messages comprise postal mail messages.
91. (original) The order management system of Claim 51, wherein said profile generator is further responsive to historical orders for one or more of said plurality of products or services.
- 92-126.(Canceled).